



SEAISI

SOUTH EAST ASIA IRON AND STEEL INSTITUTE

Register
before
26 April 2014
& SAVE \$\$

Theme: Strengthening the ASEAN Iron and Steel Industry for the Next Decade

26 - 29 May 2014
Shangri-La Hotel, Kuala Lumpur, Malaysia

2014 SEAISI Conference & Exhibition

REASONS TO ATTEND

- Get the latest update on market and technology developments. This event offers you a great opportunity to learn and discuss key issues that could contribute to greater efficiency and profitability of your business.
- Listen to the views of the region's top executives on the steel industry situation and learn about country specific developments and outlook.
- Networking opportunities – with over 450 regional and international delegates expected in this year's event, you will be able to network with many key industry players to explore business opportunities.

Delegates (more than 450) from the 2013 SEAISI Conference and Exhibition include representatives from:

- Alpine Pipe Manufacturing Sdn Bhd
- Amsteel Mills Sdn Bhd
- AUMUND Fördertechnik GmbH
- BaoSteel Group Corporation
- BlueScope Steel
- Capitol Steel Corporation
- Caterpillar
- CBMM Asia Pte Ltd
- China Steel Corporation
- Chubu Steel Plant Co. Ltd.
- CSC Steel Sdn Bhd
- Danieli
- Dragon Steel Corporation
- Fangda Carbon New Material Co., Ltd
- Feng Hsin Iron & Steel Co., Ltd.
- Formosa Ha Tinh Steel
- Fuji Electric Co., Ltd
- G Steel Public Company Limited
- GFG
- Godo Steel, Ltd.
- IMS Messsysteme (Shanghai) Co., Ltd
- International Iron Metallics Association
- JP Steel Plantech Co.
- Kobe Steel Ltd
- Lao Kim Nguan Rolling Mill Co., Ltd.
- LPN Plate Mill Public Co., Ltd.
- Megasteel Sdn Bhd
- Melewar Industrial Group Berhad
- Metso Lindermann GmbH
- Midrex Technologies, Inc.
- MTC Mondial Turkey
- MTEC - National Metals & Materials Technology Centre
- Myanmar Iron and Steel Association
- NatSteel Holdings Pte Ltd
- Nippon Steel & Sumikin Engineering Co., Ltd.
- OneSteel
- Pag-Asa Steel Works, Inc.
- Paul Wurth - IHI
- PERT
- Perwaja Steel Sdn Bhd
- POSCO
- PT Krakatau Steel (PERSERO)
- PT. Bakrie Pipe Industries
- PT. Bhirawa Steel
- PT. Bromo Panuluh Steel
- PT. Essar Indonesia
- PT. Gunung Garuda
- PT. KHI Pipe Industries
- PT. Krakatau POSCO
- PT. Putra Baja Deli
- Sahaviriya Steel Industries PLC
- SGL Carbon
- Shougang Technology Research Institute
- Siam Yamato Steel
- Siemens
- SMS Group
- Southern Steel Berhad
- Steel Asia Manufacturing Corporation
- Steel King Company Limited
- TaeguTec Co.,Ltd
- TATA Steel (Thailand) PLC.
- Tenova
- The Siam Industrial Wire Co., Ltd.
- The Siam United Steel (1995) Co., Ltd
- Tung Ho Steel Enterprise Corporation
- UMC Metals Ltd.
- Union Galvasteel Corporation
- VSC-POSCO Steel Corporation
- Walsin Lihwa Corporation
- YKGI Holdings Berhad
- ... and many more

Co-host:



Malaysian Iron & Steel Industry Federation

For more information and registration please visit
www.seaisi.org or contact: +603 5519 1102

Preliminary Programme

Sunday 25th May 2014

10:00 - 20:00	Pre-Registration
17:30 - 18:30	Chairpersons & Speakers Briefing Session
19:00 - 21:00	Welcome Reception

Monday 26th May 2014

Opening Session

09:00 – 09:10	SEASIS Chairman's Opening Address
09:10 – 09:20	Welcoming Address by Host Country
09:20 – 09:40	Ministerial Address/ Official Opening
09:40 – 10:00	Award Presentation

10:00 – 10:40	Tour of Exhibition Area/ Coffee Break
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Keynote Session: Strengthening the ASEAN Iron and Steel Industry for the Next Decade

10:40 – 11:10	Mr. Hiroshi Tomono, Chairman of Japan Iron and Steel Federation
11:10 – 12:00	CEO Panel Discussion

12:00 – 13:00	Lunch Break
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Session 1: Regional Developments

13:00 – 14:20	Paper Presentations
14:20 – 14:40	Panel Discussion / Q&A

Session 2: Strategic Challenges & Opportunities

14:40 – 16:00	Paper Presentations
16:00 – 16:20	Panel Discussion / Q&A

16:20 – 16:40	Coffee Break
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Session 3: Country Reports I

16:40 – 17:55	Paper Presentations
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19:00 – 22:00	Welcome Dinner
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Tuesday 27th May 2014

Session 4: Country Reports II

09:00 – 10:00	Paper Presentations
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10:00 – 10:50	Coffee Break
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10:50 – 12:50	Session 5A: New Technologies Session 5B: Product Development
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12:50 – 13:50	Lunch Break
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13:50 – 15:50	Session 6A: Process Improvement I Session 6B: Quality Improvement
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15:50 – 16:10	Coffee Break
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16:10 – 18:10	Session 7A: Process Improvement II Session 7B: Energy Reduction
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Wednesday 28th May 2014

09:00 – 10:40	Session 8A: Technology Development I Session 8B: Operation Excellence I
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10:40 – 11:00	Coffee Break
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11:00 – 12:20	Session 9A: New Steel Applications Session 9B: Raw Materials
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12:20 – 13:20	Lunch Break
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13:20 – 15:20	Session 10A: Plant Management Session 10B: Environmental Management
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15:20 – 15:40	Coffee Break
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15:40 – 17:20	Session 11A: Cost Reduction Session 11B: Health & Safety Improvement
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17:20 – 18:20	Session 12A: Technology Development II Session 12B: Operation Excellence II
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Thursday 29th May 2014

Plant Tour: 8:00 - 17:30

Route 1: YKGI Holdings Berhad & Alpine Pipe Manufacturing



YKGI Holdings Berhad (formerly known as Yung Kong Galvanizing Industries Berhad) was incorporated in 1977 and has plants operating in both Kuching and Klang. The group has a capital investment of RM 480 million and a total workforce of close to 600 employees.

A pioneer in the galvanizing industry with more than 35 years of history, YKGI Holdings Berhad, together with its subsidiaries under the Starshine Group, has firmly established itself as a leader in the manufacturing, trading and servicing of steel materials, such as Hot Rolled Pickled and Oiled Coils, Cold Rolled Coils, Galvanized Coils and Colour Coated Coils, etc.



Alpine Pipe Manufacturing Sdn Bhd is a wholly-owned subsidiary of Hiap Teck Venture Berhad (HTVB) which is listed on the Malaysian Stock Exchange. The company is recognised as the premier and largest Electric Resistance Welded (ERW) Steel Pipe and Tube manufacturer in Malaysia with a plant capacity of 500,000 metric tons per annum. Its comprehensive product line covers many industrial sectors including water and general conveyance, furniture, structural, manufacturing, construction and oil and gas.

Route 2: NS BlueScope Steel Malaysia Sdn Bhd & City Tour



NS BlueScope Malaysia has been in operations since 1996 and is the only local manufacturer for the following leading coated steel products in the market:

- Clean COLORBOND® steel, ZINCALUME® steel and TRUECORE® steel

In ensuring quality, stringent tests are conducted regularly for all of the company's products prior to introducing them to the market. The products are widely used in the building construction industry of Malaysia, Singapore, Brunei and South Africa.

Dress Code

Male – Long sleeve shirt with long pants

Female – Long sleeve shirt with long pants and covered flat shoes

Sponsorship & Exhibition Opportunities

Sponsorship & Exhibition will distinguish your company from your competitors and are the perfect ways of ensuring delegates remember your company after the event. By sponsoring and exhibiting, you will have the opportunity to reach the decision makers, senior level iron & steel executives and industry analysts directly.

SE AISI has a wide range of sponsorship packages that fit your specific marketing strategy. The sponsorship packages include advertisement, conference bag insertion and conference packs which offer you greater exposure and reach.

Advertisement

It's a cost-effective way to get recognition in the event as your advertisement will appear in the conference souvenir programme booklet whereby all delegates will refer to it for conference schedule and as information source. Your advertisement not only will capture the attention of the delegates during the conference, your marketing message will also continue to be heard well into the future.

Conference Bag Insertion

Organisations may wish to insert their company brochures into the conference bags, which will be given to each and every registered delegate upon registration. It's an effective way of promoting your products and services with minimal cost to reach out to the potential buyers.

Welcome Reception

The welcome reception is the first event of the conference and provides an excellent opportunity to make the first impression with the delegates while they enjoy cocktails and canapés. By sponsoring the welcome reception, you will receive excellent tailored branding that will provide clear exposure to the delegates. At this professional network event, your organisation will be positioned to build and reinforce relationships through premium recognition.

Luncheon Sponsor

Sponsoring the luncheon is an excellent way of increasing brand awareness, which will help to generate preference and foster brand loyalty. By sponsoring the luncheon, it will raise your company's profile and enable your organisation to reinforce awareness among key decision makers. (**Selection of luncheon slot is based on first-come-first-served basis.)

Exhibition

Companies should not miss this opportunity to showcase your products, achievements and services. The exhibition offers you the perfect opportunity to reach out to your target market directly and inform the decision makers in the region of what your products or services can do for their businesses. We will be pleased to discuss your exhibiting requirements and are sure to have a package that suits your needs. We will provide you with either one of our standard packages or together we can plan to customize your individual booth.

If you need further information about sponsorship and exhibition opportunities, please contact **Mr. Eric Lee** at +603 5519 1102 or email him at ericlee@seaisi.org

What's available?

- ...Cocktail Reception
- ...Host a Delegate Lunch
- ...Coffee Break Sponsor

Floor Plan

